


第二十八届中国国际家具展览会  
FURNITURE CHINA 2023 

***In Now***  
**正当时!**

**同期举办**

摩登上海时尚家居展  
 摩登时尚设计周

***Post Show Report***



**时间**

2023年9月11-15日  
September 11-15

**地点**

上海新国际博览中心 SNIEC  
上海世博展览馆 SWEECC

主办单位  
Organizer

 中国家具协会  
CHINA NATIONAL FURNITURE ASSOCIATION

 上海博华展览  
informamarkets





# ***In Now*** **正当时!**

## **Reunion after a long separation, igniting passion in Pudong.**

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On September 15th, Furniture China 2023 and Maison Shanghai 2023 concluded successfully at the Shanghai New International Expo Centre (SNIEC) and the Shanghai World Expo Exhibition and Convention Centre (SWEECC).

This year's Furniture China 2023 and Maison Shanghai 2023 welcomed a total of 159,374 visits, among which 133,779 were domestic visits and 25,595 were overseas visits. It's worth mentioning that this year's overseas visits exceeded historical records, growing by 13.2% compared to 2019. International exhibitors also made a strong comeback, with 146 participating companies, reaching 70% of the scale in 2019. It was a highlight moment for the internationalization journey in the post-covid period!

This year's exhibition, themed "IN NOW," focuses on four extension themes: "Living IN NOW, Design IN NOW, Innovation IN NOW, Smart Link IN NOW." It focuses on new patterns, new audiences, new formats, and new technologies, not only showcasing a three-year report card and the latest comprehensive profile of the Chinese furniture and home furnishing industry to global industry professionals but also releasing insights into global trend.









# ***Exhibition Overview***

Exhibiting Date  
11th-15th September, 2023

Organizer  
China National Furniture Association  
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Exhibition Venue  
Shanghai New International Exhibition Centre (SNIEC)  
Shanghai World Expo Exhibition & Convention Centre (SWEECC)



Exhibitors  
2,635



Visits  
159,374



## Exhibition Overview



# 展馆分布 FLOOR PLAN

- E1/E2/E9/W6 - 国际品牌馆  
International Brand
- E2/E3/E4/E5/E9 - 现代家具馆  
Contemporary Furniture
- E10/E11/E12/E15/E16/N7 - 现代家具馆  
Contemporary Furniture
- T01/T05/T06/T07 - 自建区  
Contemporary Furniture
- E6/E7 - 品牌设计馆  
Brand Design
- W1/W2/W3 - 沙发品牌馆  
Upholstery Furniture
- W4 - 睡眠概念馆  
Sleeping Plus
- W5 - 客厅/卧室概念馆  
Living Plus / Bedroom Plus
- W11/W12/E15/E16/E17/N7 - 软体家具馆  
Upholstery Furniture
- N1/N8/N9 - 办公家具馆  
Office Furniture
- N1 - 定制家具馆  
Custom-made Furniture
- N1 - 跨境电商馆  
Cross-border E-commerce
- N2/N3/N4 - 餐桌椅馆  
Table & Chair
- N2 - 户外空间馆  
Outdoor Furniture
- N10/N11/N12/E8A/ - 中国家具高端制造展  
W7/W8/W9/W10 FMC China 2023
- N5 - 中国国际家具配件及材料精品展  
FMC Premium 2023

## H1 摩登饰家Maison Essential

整体家居/生活方式品牌  
Decoraton/Lifestyle Brand  
地毯 Carpet/Rugs  
花艺 Floral  
香薰 Fragrance  
家居饰品 Accessories  
工艺品 Art/Craft  
灯饰 Lighting  
装饰画 Decorative Painting  
雕塑 Sculpture

## H2 摩登饰家Maison Essential 中国国际设计师作品展示交易会 Design of Designers

R.E.d当代设计展 RE.d RE.design  
灯饰 Lighting  
家居家纺/布艺 Home Fextile & Fabric  
家居装饰 Accessories



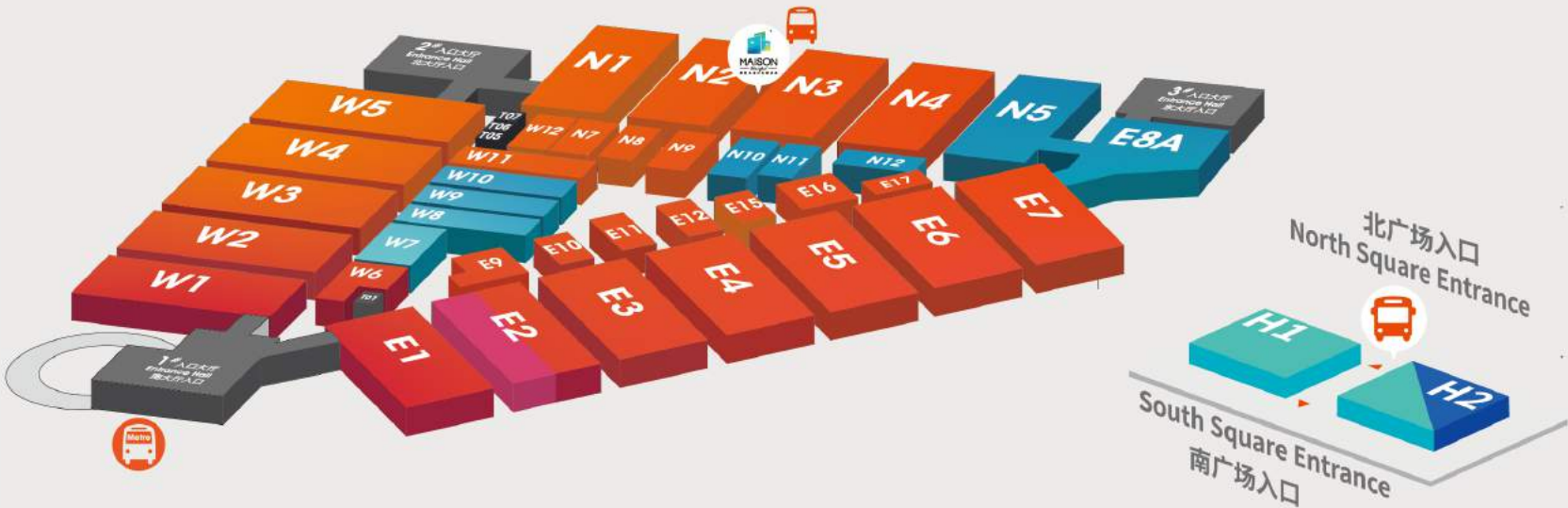
### Exhibition Categories and Scale



Scale  
320,000 sqm



Exhibitors  
2,635



第二十八届中国国际家具展览会  
FURNITURE CHINA 2023



两馆免费互动班车  
每十分钟一班

Free shuttle bus  
Every 10 minutes



MAISON  
Shanghai  
摩登上海时尚家居展

# ***Visitors Profile***

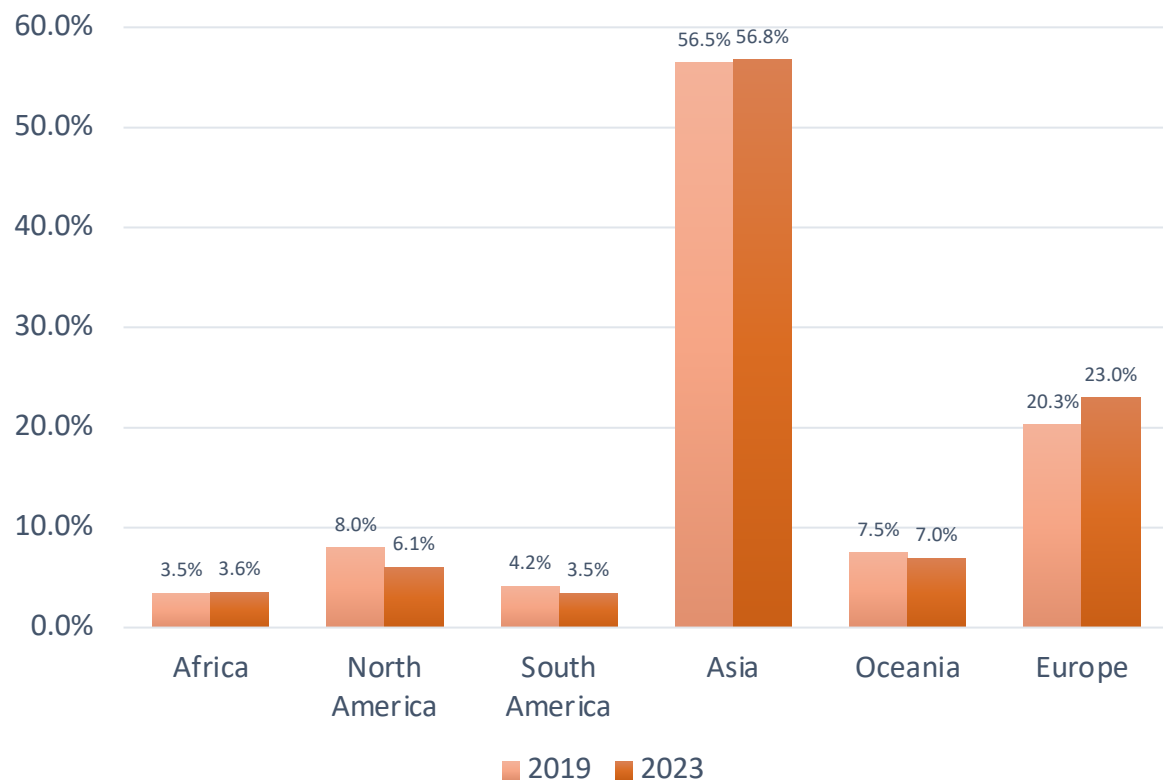
***“Overseas visits surged by 13.2%, becoming a major highlight in the post-pandemic industry.”***



Unexpectedly, overseas visits surged by **13.2%**.

There were **25,595** overseas visits from **143** countries and regions, comprising **56.8%** from Asia, **23.0%** from Europe, **9.6%** from the Americas, **7.0%** from Oceania, and **3.6%** from Africa.

Share by continents (2023 vs 2019)

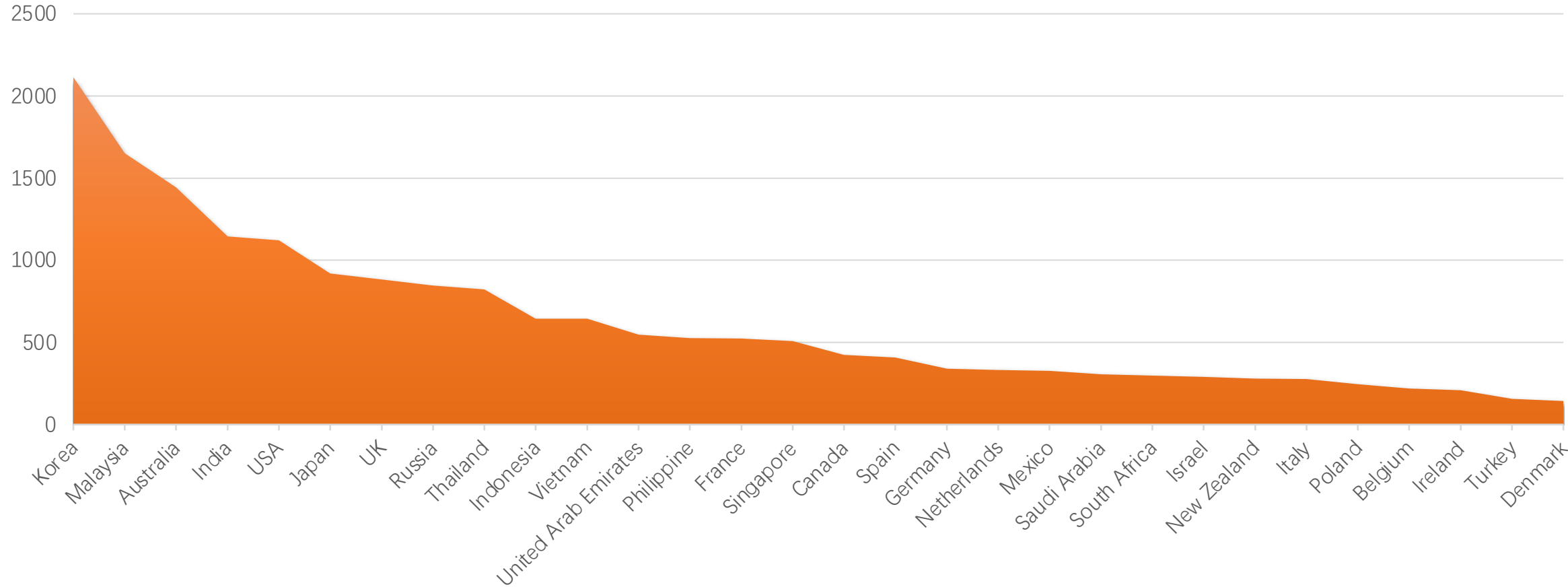




The **TOP 30** countries and regions of overseas buyers are: Korea, Malaysia, Australia, India, USA, Japan, UK, Russia, Thailand, Indonesia, Vietnam, United Arab Emirates, Philippines, France, Singapore, Canada, Spain, Germany, Netherlands, Mexico, Saudi Arabia, South Africa, Israel, New Zealand, Italy, Poland, Belgium, Ireland, Turkey, and Denmark.

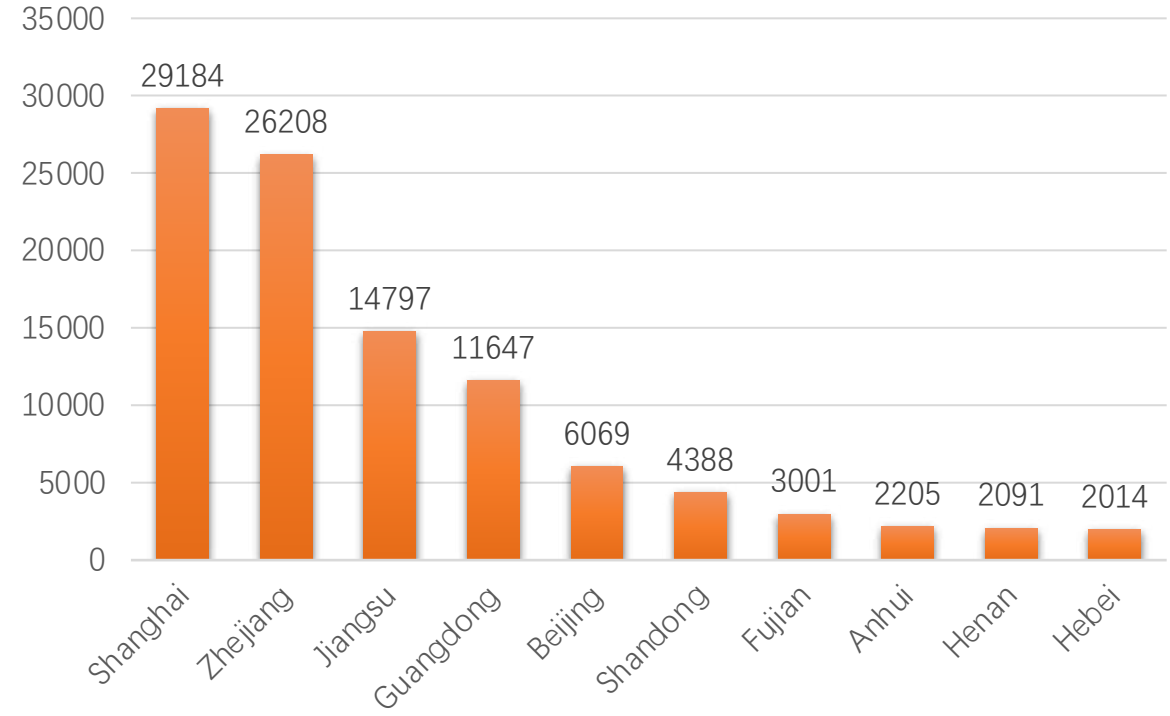


The top 30 countries and regions with the highest number of overseas visits



Due to market influences, domestic visits experienced a slight decline. This year, domestic visits reached **133,779**, a decrease of 10.2% compared to 2019.

The top 10 provinces by domestic visits figures

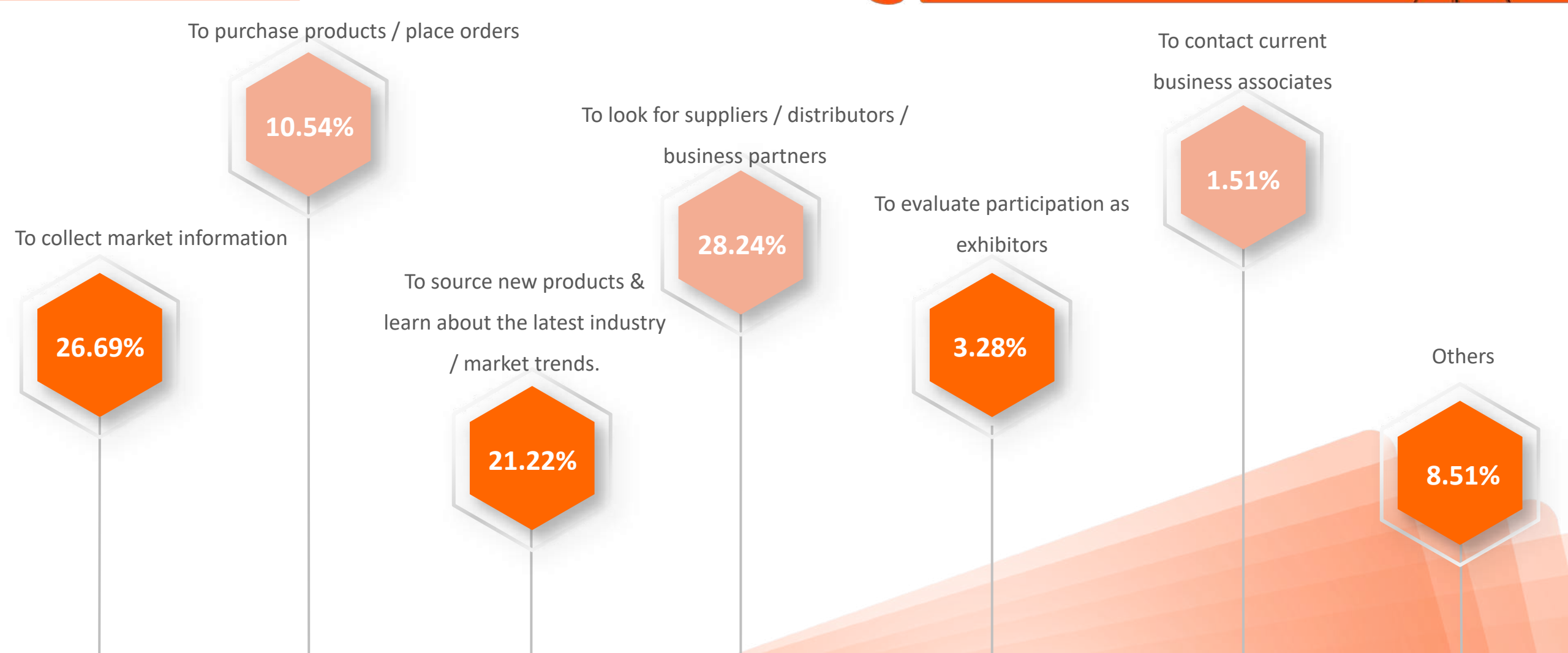


Domestic visits are relatively concentrated in the eastern region of China, with a particular emphasis on the Yangtze River Delta region. Coastal areas have a particularly dense concentration of visits.





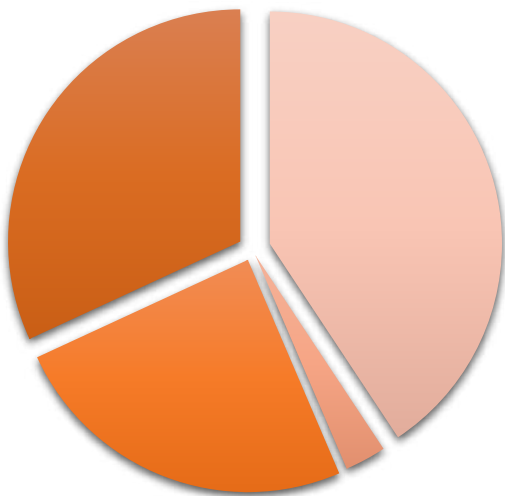
# Purpose of Visit



# Visitor Analysis



# Nature of Business



## Trader

- Purchaser/Group Purchasing/Group Supply Chain Management
- Home Furnishing Collection Store/Shopping Mall/Department Store/Offline Store
- Import-Export Company/Trader/International Trade Company
- Wholesaler/Retail/Distributor
- Agent
- E-commerce/Platform/Cross-border E-commerce
- Custom Furniture End Users
- Dining/Bar/High-end Entertainment Venue/Café
- Real Estate/Contractor/Property Company
- Hotel/Inn/Club
- Testing/Maintenance Company
- Airport/Hospital/Theatre/Sports Facility
- Financial Bank
- Buyer/KOLs
- Cultural Tourism/Bed and Breakfast

## Manufacturer

- Furniture Manufacturer/Furniture Company

# Visitor Analysis

## 40.69%

- 20.95%
- 4.15%
- 3.57%
- 3.39%
- 3.31%
- 2.03%
- 1.83%
- 0.66%
- 0.36%
- 0.20%
- 0.12%
- 0.05%
- 0.05%
- 0.01%
- 0.01%

## 2.87%

- 2.87%

## Designer

- Inferior Designer
- Home Decor and Soft Furnishing Designer
- Product/Industrial Designer
- Design Firm/Design Company
- Architect/Engineering Designer
- Package/Illustrative/Animation/Graphic Designer
- Public Art/Landscape/Exhibition Designer
- Lighting Designer
- Home Furnishing/Soft Furnishing Manufacturer/Company
- Urban Designer
- Renovation/Interior Decorating Company.

## Media/Public/Other

- General Audience
- Educational Institutions/Research Institutions
- Editor
- Photographer
- Publisher
- Journalist

## 31.89%

- 10.13%
- 9.21%
- 4.62%
- 3.84%
- 1.50%
- 1.28%
- 0.59%
- 0.23%
- 0.21%
- 0.20%
- 0.07%

## 24.55%

- 22.21%
- 1.26%
- 0.44%
- 0.33%
- 0.18%
- 0.13%





# ***Voice of Exhibitors***



### Ooland

Ye Genlin, Chairman

Apart from the first China International Furniture Expo (Furniture China), Starway has been following Sinoexpo and has participated in more than twenty sessions. We hope that Sinoexpo's exhibitions will continue to improve and grow together with Sinoexpo's Furniture Expo.



### Jiaxing Adwin Furnishings Co.,Ltd.

Huang Jianwu, General Manager

Exhibiting alongside Sinoexpo for 15 years, we look forward to the next exciting exhibition with Sinoexpo and wish the Sinoexpo's Expo continued success and growth!



## Voice of Exhibitors



### Dongguan Dickson Furniture Factory Co.,Ltd.

Liang Shaoxi, Chairman and Founder

Congratulates the successful conclusion of the 23th of China International Furniture Expo (Furniture China 2023) and looks forward to everyone continuing to make even greater contributions to the strength of the Chinese furniture industry!



### Foshan Zhongmeng Shengye Furniture Co.,Ltd.

Ling Jianfa, General Manager

Starting from 2006, we have been exhibiting with Sinoexpo for 15 sessions. Each session has brought different surprises, and we look forward to growing together for the next 15 years.





Foshan GESE Furniture Co.,Ltd

Zhang Huibiao, Founder

On the global stage of furniture, China International Furniture Expo (Furniture China) has become a dazzling star. It not only showcases the craftsmanship and aesthetics of furniture but also reflects people's pursuit and longing for a natural life. It keeps pace with the times, symbolizing the perfect fusion of tradition and modernity.

We are thankful for the theme "In Now" which provided us with a platform to showcase the beauty of the past and present blending seamlessly. We look forward to reuniting next year, exploring the limitless possibilities of home art together.



## *Voice of Exhibitors*



TUNNI

Ni Yubin, Founder and Chairman

This exhibition marks the first Shanghai furniture exhibition since the pandemic, and the market has undergone significant changes. TUNNI's original design products in collaboration with renowned designer Zaha received unanimous praise from the organizers, designers, and merchants. This has strengthened TUNNI's confidence in pursuing original design. For an original brand to succeed in the market, it not only needs to establish recognition within the industry but also needs to find consumers, designers, and distributors who appreciate the brand and its products.



#### KADIO FURNITURE COMPANY LIMITED

Liang Zhengguang, General Manager

Our company has always considered the Shanghai International Furniture Expo organized by Sinoexpo as our main exhibition platform. Each session has been highly successful, and we've reaped significant benefits.

We look forward to advancing together with Sinoexpo and creating a new future!



#### Anji Tianwei Steel & Plastic Products Co.,Ltd.

Fan Huazhong, General Manager

Each exhibition is a testament and a leap forward. We are grateful for Sinoexpo Exhibition's fifteen years of companionship and look forward to continuing to work together in the future, forging ahead with determination!



#### Foshan Shunde Dash Casa Limited

Li Chunlin, Founder

Drawing from the strengths of many, Sinoexpo is in its prime! Wishing Sinoexpo continued leadership and ever-increasing success!



## *Voice of Exhibitors*



#### Anji Fuhe Furniture Co.,Ltd.

Mao Huazhong, Chairman

Cherishing the fifteen years we've spent together with Sinoexpo, it serves as a magical bridge that brings the world's finest furniture from all corners, connecting different nations, cultures, and creativity as a link, providing us with a continuous source of inspiration and surprises.



#### DongGuan Hanyatt Furniture Company Limited

Chen Yanqing, General Manager

Wishing Sinoexpo with a more focused attitude and more professional services, will help emerging forces in the home furnishings industry with original, high-quality products to move towards a higher-end global market.



### Ligne Roset

Bernard Vinson, Overseas Marketing Director

Since our debut at the China International Furniture Expo (Furniture China) in 2011, we have been faithful participants. Here, we can connect with visitors from all around the world, and this platform has facilitated our sales and contributed to our overall growth in the Chinese region.



### Ek Textile

Feng Jifeng, Chairman

Congratulations on the successful conclusion of the China International Furniture Expo (Furniture China 2023). We appreciate the meticulous planning and organization by the organizers, which provided us with an excellent promotional platform. We hope that Sinoexpo will continue to thrive!



## Voice of Exhibitors



### Magniflex

Enrico Cenni, Sales Director, Asia Pacific

We will be returning next year because it is significant, and it will mark our 20th year participating in the China International Furniture Expo (Furniture China). This exhibition is incredibly important to us.



### Haining City Lunbo Textile Co., Ltd

Fang Guohai, Chairman

Congratulations on the successful conclusion of China International Furniture Expo (Furniture China 2023). An exhibition, a chance for growth. Only through continuous innovation and learning can we provide better products for our customers. Thank you all for your recognition and support. Looking forward to the next meeting.





#### Changzhou Kaidi Electrical INC

Zhou Rongqing, Chairman and Founder

As an exhibitor participating continuously for 15 years, we feel extremely honored and grateful to be able to communicate with visitors and peers from around the world on this platform. At the same time, we look forward to using this platform to explore industry trends and business opportunities with more peers and partners in the future.



#### Wuhu Hongtong Rubber and Plastic Products Co., Ltd.

Wang Wenfei, Company Founder

Congratulations on the successful conclusion of the China International Furniture Expo (Furniture China 2023). May we continue to learn from each other, work together, and face the future with determination.



## *Voice of Exhibitors*



#### Sinomax Group

Zhang Dong, President

As a seasoned exhibitor at the China International Furniture Expo (Furniture China), for 15 years, Shengnuo Group has consistently regarded it as a precious platform for communication with customers and peers. We wish the China International Furniture Expo continued success and growth!



#### Guangdong Taiqiang Technology Industrial Co.,Ltd.

Zhang Fengbang, President

The Shanghai Furniture Expo provides an excellent platform for showcasing company image and products to a wide range of customers. We wish Sinoexpo continued success and growth!



## *Voice of Exhibitors*



### **Beijing Youlimeijia Carpet.,Ltd.**

Xiao Nan, General Manager

It was a great opportunity to meet our old customers in Shanghai, and we sincerely hope that the Maison Shanghai will continue to thrive and be more successful.



### **Tianjin Zenpill Trading Co.,Ltd**

Deng Zhaohui, Founder of the Brand

This is the first exhibition after the pandemic, and the traffic has recovered quite well. We also presented a completely new image. We've met many new customers, and the category of fragrances has garnered attention in the market. The exhibition has provided an excellent platform.



### **Beijing Ranqianranhou Culture And Art Co.,Ltd.**

Liu Ran, General Manager

Every time I come to Shanghai, I am very happy to meet many old and new friends. Everyone is very nice and has an appreciation for beautiful things. We can share compatible ideas and viewpoints together. It's always a delightful experience to communicate with them.



### **Qingdao Shenghe Home Decoration Co.,Ltd.**

Ju Zhenhua, Sales Director of the JABILI Brand

The entire venue setup has been very comfortable, and compared to similar exhibitions, it's of higher quality. Over the past few days, we've received some international clients, and there have been buyers placing orders on the spot.



**Yuhuan Impression Art Co.,Ltd**

Lin Enhua, General Manager

The overall quality of both exhibitors and exhibited works Maison Shanghai 2023 was very high, and we gained a lot from it. The exchange between exhibitors and the feedback and recognition from the audience were also valuable.



**Beijing Tangcheng Cultural Art Development Co.,Ltd.**

Xu Yunli, Design Director

We've gained a lot from this exhibition, having great interactions with fellow exhibitors, domestic clients and international clients. This is exactly what we hoped for, and we've essentially achieved it.



## *Voice of Exhibitors*



**ASOS Carpet (Tianjin) Co.,Ltd**

Fati, General Manager

This exhibition has provided us with an opportunity to showcase our latest products to our clients and the entire market. It has also allowed us to understand our customers' needs and the changes in the market. This exhibition has been a very positive event for both participating companies and clients.



**Dalian Crystal Coast Glass Co.,Ltd.**

Xin Miao, Domestic Sales Manager

We appreciate the opportunity provided by the organizers for us to participate in this exhibition. We have seen that many customers have a strong interest in our various products, especially in glass. Next year, we will design and bring even more and better products to everyone. We'll be back next year!





Design innovations,  
emerging brands,  
intelligent manufacturing,  
new materials,  
low-carbon sustainability,  
cross-border trade,  
e-commerce,  
digital transformation,  
marketing strategies,  
innovative thinking

Source products,  
understand trends



E6/E7 Brand Design Pavilion continues to be explosively popular! Top domestic home furnishing brands are making their presence.

Brands like Delvis, Milo Home, Marsden, Yazhen, Aibao Furniture, TUNNI, GORDON GU, Mogao, KUNDESIGN, d.sky home, 1WEEK, and many more have joined in.



## Brand Furniture Design Pavilion



Six major overseas country pavilions from France, Belgium, Singapore, Malaysia, Japan, and Turkey, featuring 146 overseas exhibitors, have all made their appearance. Notable brands such as Grosfillex, Fermob, Miyazaki Chair Factory, Ligne Roset, Sifas, Boori, SERIP, and many more are among them.



## *International Brand Pavilion*



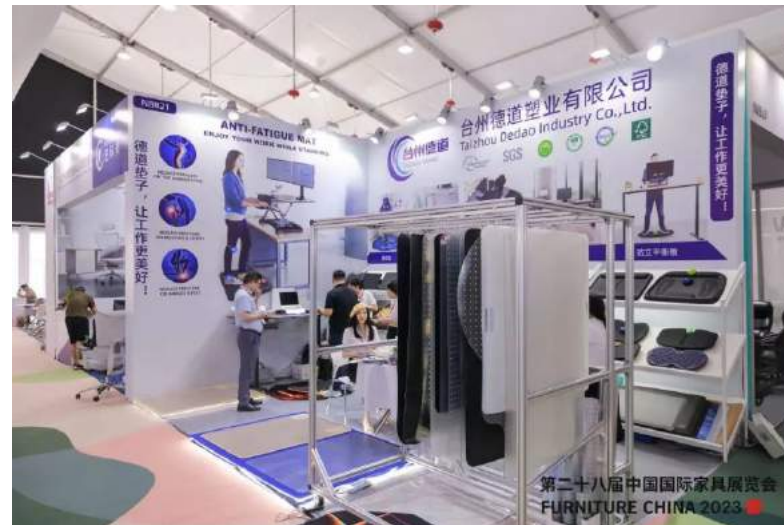
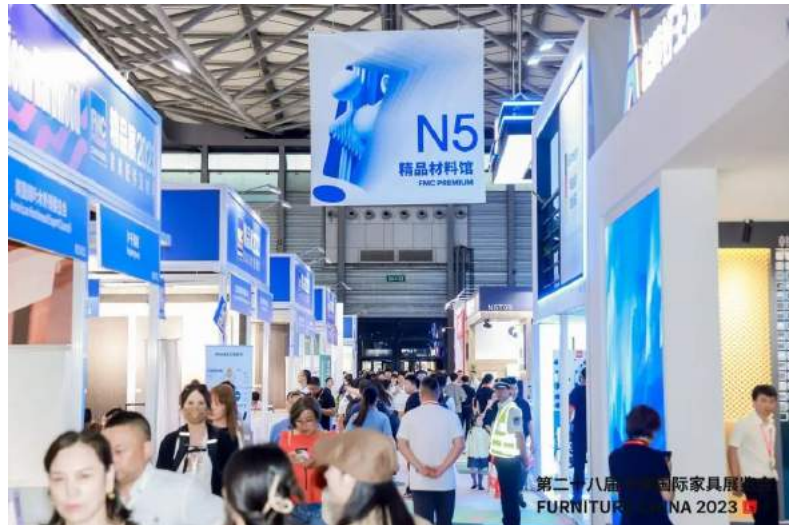




## Furniture Manufacturing & Supply China



At Furniture Manufacturing & Supply China (FMC China 2023)/ FMC Premium China 2023, over 700 high-quality supply chain companies from around the world are showcasing their collaborative achievements with manufacturing and design firms. They are also providing supply chain support to businesses for future innovations.





## H1 Hall

Overall Home Furnishings / Lifestyle

Brands

Carpets

Floral Art

Aromatherapy

Home Decor

Crafts Lighting Fixtures Decorative

Paintings Sculptures



## H2 Hall

Design of Designers (DOD)

Exhibition and Trade Show

R.E.d Contemporary Design Exhibition

Lighting Fixtures Home Textiles / Fabrics

Home Decor





Over the past decade, DOD has been instrumental in laying the foundation for the accumulation of original design in China, witnessing the remarkable growth of numerous local brands. In 2023, under the theme "**Your Future Self**," DOD continues to deepen its commitment to the original design platform, allowing more brands to meet their future selves. Notable participating brands this year include **Jumu, Jiushen, Jiangyi, Mutu, 16Kai, Tiaoshi, Yaji, Zhezhi, Benlai Design, Jueyi, Houniao Tao, Shufan, Jiuduan, Jiansu, Damei Damu**, covering various categories such as furniture, lighting, decor, and ceramics.





# Explore themed exhibitions, enjoy life

Workplace Cafeteria,  
Design of Designers,  
RE.d,  
Bai Yin + Lifestyle Exhibition,  
"The Way of Integration" Art and  
Lifestyle Theme Exhibition,  
The 6 Popular Special Exhibitions in

the Aesthetic Showcase,  
Maison Design Week,  
Design Consultation Room,  
DOD Livestream,  
Douyin E-commerce & Modern National Home Furnishing Festival,  
Xiaohongshu (Red) Seeding Consultation Area and More

quiet blossom  
fusion quiet blossom  
art and life exhibition  
the way



## *Workplace Cafeteria Special Exhibition (SNIEC)*



The Workplace Cafeteria Special Exhibition (referred to as "办公厨房" in Chinese) is organized by Shanghai Sinoexpo, co-curated and co-organized by JUMP, with LbD responsible for the special exhibition hall design and spatial planning.

"办公厨房" harmoniously blends the vibrant atmosphere of a "kitchen" with the focus on efficiency and productivity in the "office." The boundaries between indoors and outdoors are constantly blurred, expanding the reach of the office space. The design is centered around the idea of "people-oriented," starting from the deep-seated desires of individuals while addressing both personal and common needs. It aims to help office workers find the meaning of work and a sense of happiness in the new "Peach Blossom Spring" of the modern era.



The 4th RE.d Contemporary Furniture Design Annual Exhibition, themed "re-construction 重塑," was curated by **Lu Zhiyang** and **Lin Yuxian**. They were joined by Wang Rong, Liu Yi, Sara Serena, Huang Wentong, Wang Yunhan, Zhang Yukun, Zhou Anbin, Dang Xinyu, Dong Hesu, Liang Chen, Li Le, Wang Hong, He Haifei, Zeng Jinghua, **Lin Shu'an**, presenting **26** original furniture pieces. Through exploring new applications of conventional materials, new scenarios for communal living, and the fusion of art and humanities, they aimed to transform ordinary life into extraordinary experiences.



**RE.d**  
(SWEECC)





## FRAME X Design Q&A (SWEECC)

In partnership with "FRAME," they delve into new retail space design, featuring top designers for exclusive one-on-one design consultations, addressing various space design questions.



## Design of Designers (DOD) (SWEECC)

"Maison Shanghai 2023" partners with "FRAME" for the "DOD Seeding Shop," the SWEECC's first stop, showcasing DOD's original creations. Visitors can preview products, experience planting, and get an exhibition sneak peek.



## Bai Yin + Lifestyle Exhibition (SWEECC)

GDAC Global Design Art Center collaborates with digital artists, designers, hosts, and creators to showcase six experiential modules: Street of Sips, Illumination of Sips, Vessels of Sips, Taste Circle, Picture Together, and Discussion Forum.



## "The Way of Integration" Art and Lifestyle Theme Exhibition (SWEECC)

"The Way of Integration" Art and Lifestyle Theme Exhibition, curated by Gary Zeng Jianlong, brings together several artists, including Gao Xiaowu, Lin Xuhui, Meng Yangyang, Ren Hongwei, Wang Shuchen, Wang Yan, Wu Yongchang, Ying Jingjing, and Zhao Yiqian. Through an outdoor art corridor, it presents a beautiful contemporary lifestyle attitude and a captivating perception of artistic aesthetics. This is a diverse fusion of art and fashionable furniture, offering a unique artistic experience and visual feast on-site.





## *Maison Design Week (SWEECC)*



The adorable creature MOE from the Energy Planet has transformed into a giant doll and descended upon Maison Design Week. It has gathered 25 original design brands, each showcasing their popular and trendy items. Renowned design agency SWS Group has utilized bright and vivid colors to create strong focal points, and the maze-like booth design adds interactivity to the exhibition space, making visitors feel like they are wandering through a jungle or a field. The wide array of exhibits, cleverly arranged, ensures surprises around every corner, providing an immersive sensory experience and a sense of awe for the audience.



## *Douyin E-commerce & Modern National Home Furnishing Festival (SWEECC)*



"Douyin E-commerce & Modern Shanghai Fashion Home Exhibition" join forces to create an offline trend showroom for the "National Home Decoration Festival." Additionally, top-tier influencers will be live-streaming their exhibition visits. Search for "National Home Decoration Festival" on Douyin to seize official significant discounts and refresh your home in one go!



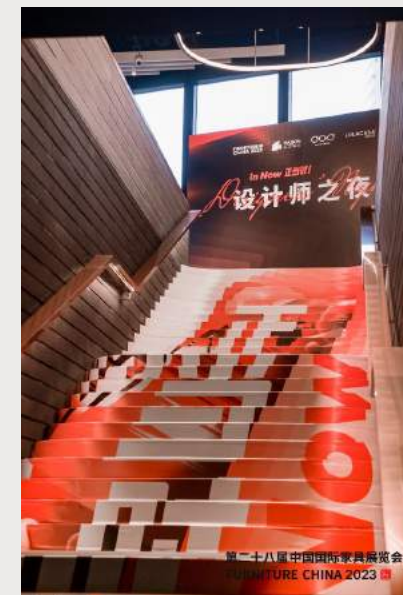


## *Xiaohongshu (Red) Seeding Consultation Area (SWEECC)*

The RED Seeding Consultation Area offers industry experts consulting on home furnishings advertising, content management, and effective seeding marketing methods on RED. At the exhibition, the RED Commercial Ecosystem Home Furnishing Industry Forum will discuss industry trends and growth strategies on the RED platform.

## *Designer's Night (Fosun Foundation)*

Designer's Night at the Fosun Foundation came to a perfect conclusion, aligning with this year's exhibition theme "IN NOW." Over 200 design elites gathered by the Huangpu River, witnessing the birth of DOD's Ten-Year Star and the Golden Award in 2023 Genie Award – Aesthetics Space Design Competition.





Five major forum areas,  
Over 200 panellists,  
A total of 42 professional forums were  
held,  
Trendy topics such as  
green and low-carbon,  
business innovation,  
design originality,  
artistic life,  
brand innovation,  
channel expansion,  
cross-border market entry, innovation in  
home foreign trade, supply chain,  
material application,  
and talent in the home industry are  
featured in turn.

Listen to forums,  
glimpse the future



The Cross-Border E-commerce Forum Area brought together renowned global cross-border e-commerce platforms including Big Cloud Warehouse, Amazon, eBay, the largest home e-commerce platform in the USA - Wayfair, emerging cross-border platforms SHEIN and AliExpress, Germany's largest native e-commerce platform OTTO, Made-in-China.com, Google, and more. Top-notch lecturers took turns to appear, providing authoritative and efficient answers, launching significant support policies, analyzing market trends, and offering product selection guidance, offering comprehensive assistance to sellers in exploring new avenues.

## Cross-border E-commerce Forum (SNIEC)

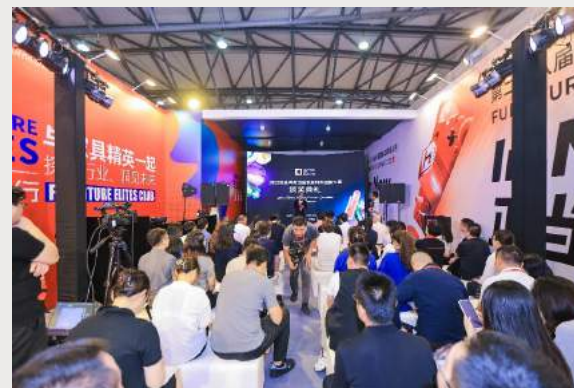




Furniture Elites China Tour, an innovation within the China International Furniture Expo, aims to showcase China's home furnishing innovation. As a potent IP, it unites media, industry associations, opinion leaders, institutions, and more to create events like the "New Forces Congress," showcasing the industry's influence and creativity, helping Chinese home furnishing companies explore new horizons.



***Furniture Elites  
(SNIEC)***





The Maison Business School Forum explores furniture design's multifaceted development and value. It hosted high-quality forums during the exhibition where renowned architects, interior, industrial, and product designers shared insights on furniture design, manufacturing, and sustainability. This creates an industry platform for experience sharing, idea exchange, and sustainable design discussions, aiming to enhance happiness through more "sustainable" design and spark fresh design trends and ideas with a forward-looking perspective.



## *Maison Business School Forum (SWECC)*





The Aesthetic Showroom - Soft Furnishings Pop-up Show featured five design trend spaces curated by outstanding designers who have won the Golden Award, sparking a revolution in lifestyle scenes. Over the course of three days, the forum invited nearly a hundred designers, artists, brand founders, and cross-industry experts to discuss design trends, business innovation, and strategies for advancing the home furnishings industry.



## ***Aesthetic Showroom - Soft Furnishings Pop-up Show Forum Area (SWECC)***







# View awards, spark creative change

The six major awards,  
the Golden Idea Design Award, China Furniture  
Product Innovation Awards,  
China Furniture Materials Innovation Competition  
- Golden Manufacture, Genie Award – Aesthetics  
Space Design Competition,  
Exhibitor Loyalty Award and Green Build Award,  
Honoring over 100 award-winning works,  
117 award-winning pieces celebrated,  
Witnessing the pinnacle of the industry!

The Exhibitor Loyalty Award is an honour specifically given to the most loyal exhibitors of the Shanghai Furniture Fair, symbolizing a closer and indispensable partnership in the future. In 2023, on-site Exhibitor Loyalty Awards were presented, with 61 exhibitors receiving the "Ten-Year Exhibitor Loyalty Award," 36 exhibitors receiving the "Fifteen-Year Exhibitor Loyalty Award," and 3 exhibitors receiving the "Twenty-Year Exhibitor Loyalty Award."

As of now, the total number of exhibitors who have received the Exhibitor Loyalty Award has reached 642, with 500 exhibitors receiving the "Ten-Year Exhibitor Loyalty Award," 134 exhibitors receiving the "Fifteen-Year Exhibitor Loyalty Award," and 8 exhibitors receiving the "Twenty-Year Exhibitor Loyalty Award."



## Exhibitor Loyalty Award







The Golden Idea Design Award, presented by the China International Furniture Exhibition, is back after a 3-year hiatus. This prestigious award, jointly organized by the China Furniture Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. (IM Sinoexpo) and "ELLE DECORATION," has held 7 successful editions since its inception in 2014. It aims to establish itself as a world-class furniture design award in China, gaining significant attention and a stellar reputation in the industry. This edition brings a fresh look with revamped award categories and judging panels. It introduces two new awards: Sustainable Innovation and Manufacturing Innovation, and features 17 exceptional designers' works as beacons for future design development.



The judging panel for the 2023 Golden Idea Design Awards (from left to right) consists of the following members:

- Wang Changxing, Founder of NONG STUDIO and Assistant Professor at the College of Design and Innovation, Tongji University.
- Yang Mingjie, Founder of YANG DESIGN and Yang She, Collector, and Forbes China's Most Influential Industrial Designer.
- Masayuki Kurokawa, President of K-SYSTEM, President of the Japan Society of Physics, and Vice Chairman of the Japan Cultural Design Forum (JIDF).
- Prof. Dr. Peter Zec, Member of ICSID, Chairman, and Founder of the Red Dot Award.
- Yan Mi, Editor-in-Chief and Publisher of ELLE DECORATION.
- Lu Tao, Deputy Director of the China Academy of Art Creative Design and Manufacturing Industry Collaborative Innovation Center and Design Director of the 2023 China International Furniture Expo.

After a three-year break, the Innovation Award returns with a fresh lineup, co-hosted by the China National Furniture Association and IM Sinoexpo. Focusing on design comprehensiveness, it emphasizes exterior design, functional structures, craftsmanship, materials, and sustainable design. The event was held at the Shanghai New International Expo Centre (SNIEC). A panel of nine experts, including scholars, industry leaders, and scholars, meticulously selected 33 award-winning works from eleven categories. These works represent innovation in Chinese furniture products for 2023, highlighting individuality, sustainability, innovation, and intelligence.



## China Furniture Product Innovation Award



## 专家评审团 JURY OF EXPERTS



## 2023中国家具产品创新奖 金奖 CHINA FURNITURE PRODUCT INNOVATION AWARDS 2023 Gold



第二十届中国国际家具展览会  
FURNITURE CHINA 2023



The “China Furniture Materials Innovation Competition - Golden Manufacture” is the top honor in the Chinese home materials research and application sector, promoting innovation in new materials, processes, and technologies. This edition, after two years of preparation, featured a judging panel of nine industry leaders, experts, and scholars who selected three annual awards: Material Enterprise of the Year, Best Application Product of the Year, and Best Innovative Product of the Year, along with recognizing ten innovative, application-oriented, and functional products. Evaluations encompassed all home material categories, providing insights into industry innovation and trends. With 126 entries from 85 companies, this award aims to foster sustainability and innovation in the Chinese furniture industry.





Limited space, infinite beauty! The 2023 Genie Award, partnered with the Hui Design Research Centre for Grand Homes, explores soft furnishing aesthetics, discovering emerging talents. This edition includes seven categories. After months of submissions, we received **100+** entries and awarded six gold, twenty-six excellence, and two online popularity awards.



## Genie Award – Aesthetics Space Design Competition





In 2023, the Green Build Award with the theme "Green and Low Carbon, Building a Beautiful Home Together" recognized outstanding exhibition construction methods, reflecting the China International Furniture Expo's commitment to a better environment. The award categories expanded to include "Excellent Green Designers," "Excellent Green Suppliers," and "Excellent Green Technology Displays," with 36 recipients in the 2023 edition, including 3 gold award winners: Chenxi, GORDON GU, and Fuwei.



## Green Build Award





2023 中国国际家具展览会

CIFFA 2023



# Attend the online exhibition, discover the business

37,000+ visits,

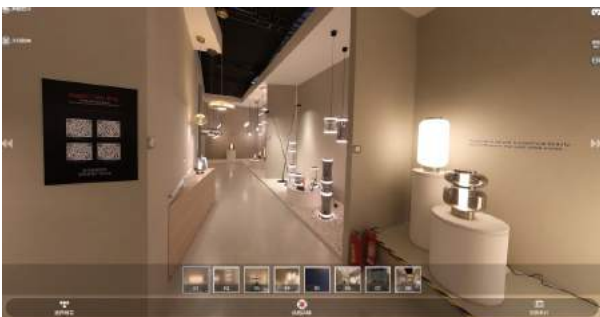
330,000+ impressions,

73,000+ page views,

1,200+ visitors exchanging business cards.







From September 12th to 22nd, 2023, the China International Furniture Exhibition conducted a simultaneous digital exhibition, deeply integrated with the offline exhibition, utilizing **DTS (for exports)** and the **Bohua Optimal Furniture Mini Program (for domestic sales)** as the two main platforms.

The digital exhibition featured eight main sections: business card exchange, digital (3D) showrooms, VR showrooms, forum livestream replays, exhibition photos, e-catalogs, online courses, and corporate brochures, catering to the audience's desire for a virtual exhibition experience. Real-time updates allowed attendees to stay informed about the latest developments from participating companies. With a total of **1,000+** companies, 30,000+ products, **1,040** offline booth VR tours, and **50+** virtual product models in the digital showrooms.

The event garnered an impressive **37,000+** attendees, **330,000+** impressions, **73,000+** page views, and resulted in **1,200+** attendees exchanging business cards, generating **1,000+** connections.





At the exhibition in 2023,

We collectively experienced:

Witnessing signs of industry recovery, strengthening our confidence;

Recognizing the power of growth, networking for mutual inspiration;

Embracing the force of innovation and change, anchoring our development;

Acknowledging the power of knowledge to gain insights into the future.

2024

September 10<sup>th</sup> to 13<sup>th</sup>

The 29th China International Furniture Exhibition(Furniture China 2024)

Maison Shanghai 2024

Will meet you in Shanghai's Pudong district

Let's eagerly anticipate

the broader future of the industry


at next year's exhibition.



第二十九届中国国际家具展览会

# FURNITURE CHINA 2024

同期举办

摩登上海时尚家居展  
 摩登时尚设计周

See You  
Next Year!



时间

**9.10-9.13**  
September 10-13, 2024

地点

上海新国际博览中心 SNIEC  
上海世博展览馆 SWEECC

主办单位  
Organizer

 中国家具协会  
CHINA NATIONAL FURNITURE ASSOCIATION

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